

STATE OF CALIFORNIA – DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
POSITION DUTY STATEMENT
DFPI-HR0 203 (Rev. 08-21)



NAME [Name of candidate hired]	EFFECTIVE DATE [Date position filled]
CLASSIFICATION TITLE Associate Governmental Program Analyst	POSITION NUMBER [410-xxx-5393-xxx]
WORKING TITLE Digital Analyst	DIVISION/OFFICE/UNIT/SECTION Communications/Digital Team
BARGAINING UNIT R01	GEOGRAPHIC LOCATION

General Statement: Under the general direction of the Digital Director, the Digital Analyst will be a vital member of the Digital Production team. The incumbent will help develop and oversee content publication across our digital channels, manage our digital/social communities, and regularly report key analytics for data-driven content decisions. The Digital Analyst will develop content for a thriving digital presence and monitor social media trends. They will also contribute ideas on how the DFPI can leverage those trends to reach better organizational goals, including recruitment, promotion of our programs, digital community building, and more. The Digital Analyst works closely with all DFPI program areas.

Duties include, but are not limited to, the following:

A. Specific Assignments [Essential (E) / Marginal (M) Functions]:

50% Social Media (E)

- Independently Implements, maintains, and manages all Departmental social media platforms, including YouTube and Reddit accounts.
- Oversees and provides excellent social customer service by responding to constituent issues/questions/requests in a timely and professional manner via social media. Work closely with the Department's Consumer Services Office to develop processes for streamlining feedback and improving response times.
- Leads weekly brainstorming meetings with other members of the Communications team and departmental staff.
- Responsible for developing strategies to drive engagement and grow audiences on all of DFPI's social media platforms.

25% Content Development (E)

- Works with the Content Production Specialist, to create and distribute dynamic, creative, and on-brand social media content of all kinds - textual, photographic, graphics and video - to enhance DFPI's social media presence and campaigns to build community and increase engagement.
- Independently or as a member of the Digital Team, devises strategies, performs research, develops content, conducts interviews, performs multimedia production (videos/animation/photos/graphics), and writing for social media channels. Makes recommendations to department leadership for digital storytelling opportunities and manages video projects to ensure brand standards and tone are met.

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- Assist with developing and creating a social media strategy aligning with the department's brand and mission.
- Plans, develops, and executes content calendar for social media.
- Proactively identifies important initiatives, activities, and events and incorporates them into the social media content calendar.

10% Community Outreach Support (E)

- Attends events for social media coverage and promotion, as necessary.
- Builds relationships with key stakeholders, staff, and departments, to remain aware of important Department news, developments, and initiatives.

10% Reporting/Analytics (E)

- Independently or as a member of the Digital Team, defines and implements measurable strategies and campaigns to meet digital objectives.
- Researches social media trends, informing management of changes that are relevant to the Department's marketing and communication activities.
- Manages and maintains the monitoring of social media analytics to ensure active engagement and results. Creates regular reports to be distributed to management and other departments. Help define, monitor, report, and refine key performance indicators (KPIs) for social media.

5% Other (M)

Performs other job-related duties as required.

B. Supervision Received

The Digital Analyst reports directly to the Digital Director and works closely with other members of the Communications Team; may receive assignments and/or direction from the Deputy Commissioner of Communications.

C. Supervision Exercised

This position does not have supervisory duties; may act as a lead to other staff members in certain functional areas and/or for small, to moderately sized projects.

D. Administrative Responsibility

None.

E. Personal Contacts

- Peers: Communications Division (Multimedia and Grants Office, Targeted Outreach Office, Public Affairs Office) and other DFPI staff
- DFPI Executive leadership
- General public
- Other government agencies (e.g., DGS, CalHR, CFPB, FDIC, DOJ)
- Business, Consumer Services, and Housing (BCSH) Agency
- Stakeholder groups and contracted vendors

F. Actions and Consequences

If the duties and responsibilities described for this position are not performed adequately, consequences to the Digital Team and the DFPI include:

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- Noncompliance with budgetary and statutory requirements to effectively communicate DFPI activities and initiatives.

G. Functional Requirements

The incumbent works 40 hours per week in an office setting, with artificial light and temperature control. The use of a personal computer, telephone, copier, and fax machine is essential to the duties of this position. The majority of work can be performed seated or standing at an assigned workstation; occasional need to assist with transporting files, supplies, and other workplace equipment as needed. The position requires bending and stooping to retrieve files, sitting, and standing consistent with office work, and light lifting of no more than 25 lbs.

H. Other Information

Desirable Qualifications: Extensive knowledge and understanding of social media platforms and their participants, including Facebook, Twitter, Instagram, YouTube, etc. Experience writing content for social platforms and an understanding of how the platforms are unique from each other. Experience measuring engagement on social media platforms and creating plans utilizing these measures. Strong social media and marketing expertise able to connect and mobilize diverse audiences to action. Ability to problem solve with a 'can-do' attitude. Excellent copywriting skills, ability to deliver creative content (text, image and video). Ability to ensure the proper tone is adhered to in various communications. Ability to demonstrate exceptional interpersonal skills. Composed and professional in stressful situations, ranging from interpersonal conflict to emergency situations.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Supervisor's Printed Name, Classification